2020 Census
Program Management Review

2014 Census Site Test Approach and BYOD

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Testing Strategy for 2020 Census Research

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United States™ Census Bureau

2020 Census
Research and Testing Goal

Reduce cost while continuing to produce a high quality census

Strategies

- Minimize Presence in the Field
- Maximize Self Response
- Maximize IT and Enterprise Solutions

Working to define quantitative goals

2014 Census Site Test Update (Test 20) *

Contact Strategy

- Control Panel approximates 2010 procedures (PV/Phone/PV/Phone/PV-Proxy)
- Experimental Panel will use phone first with 1 visit (Phone/Phone/PV-Proxy)
- Strata under review – Sample size ≤ 40K

Adaptive Design – Two panels; 1K HUs each

- Control Panel – 4 contacts (mix of Phone and PV)
- Experimental Panel—Adaptive Design Treatment (under development)
  - Number and kind of contacts determined by frame information, mode options, contact history, and response propensity

Timing

- Mailout January 2014
- NRFU March 2014

iPhone Only – Begin work on BYOD

*Change Request pending to align the recent revisions with program documentation.

Mobile Device/BYOD

Phase I: 03/13 – 07/13

- Procure 100 iPhones (Roll out to Blackberry users)
- Secure Devices via Mobile Device Management (MDM) Solution
- Continue Testing Application Deployment via MDM
- Push Census Applications to Device (same as Blackberry)
- Research Sandbox to create "Dual Persona" which is critical to BYOD deployment
  - Personal
  - Business

Phase III: 02/14 – 03/14

- Deploy Decennial Census Applications to GFE Sandbox via MDM for Test 20
- Support Test 20
- Remove Decennial Census Applications via MDM
- Repurpose Mobile Devices

Phase II: 08/13 – 01/14

- Deploy/Test to GFE Sandbox solution via MDM
- Test Deployment of Decennial Census Applications to GFE Sandbox via MDM
- Procure Mobile Devices, Install MDM and Provision for Test 20
- Possibly Test Small BYOD Panel in Test 20

"Sandbox", also known as a Walled Garden, is a method to implement BYOD where corporate applications are stored/accessed in a secure application processing area on a personal device.